AMENDMENTS TO THE SPECIFICATION

Please amend the specification as follows:

Page 1, line 4 to page 1, line 8.

This application relates to ~~co-pending~~ United States Patent No. 6,321,262 B1 issued on November 20, 2001 and entitled System and Method for Identification and Streamlined Access to Online Services, naming David S. Springer as inventor. The ~~co-pending application~~ patent is incorporated herein by reference in its entirety, and is assigned to the assignee of this invention.

Page 5, line 24 to page 6, line 8.

Referring now to Fig. 2, labeled "prior art", a flow chart 200 illustrates a method showing how advertisements typically reach computer user 215 via the worldwide web. Advertisers 210 pay 220 advertisement brokers AD BROKERS 230 to place banner advertisements on the worldwide web. Advertisement brokers 230 also receive advertisement requests AD REQ 260 from worldwide web servers WWW SERVERS 290 when a worldwide web server needs an advertisement for a computer user 215.

~~The advertisement brokers receive many ads from a plurality of advertisers.~~ ~~Therefore,~~ Ads generated 250 by web server 290 are sent 270 and an automatic bidding system 240 determines which advertisements of the lists of advertisements 230 should be sent to a given computer user 215. Additionally, the automatic bidding system determines when an advertisement should be transmitted. When an advertisement is bid upon and chosen, the advertisement is sent in step 280 to the computer user 215.